



Community Foundation of the Virginias, Inc.

Mission Statement

The Community Foundation of the Virginias, Inc. promotes philanthropy by fostering charitable giving, serving our donors' interests, and effectively responding to our communities' needs and opportunities.

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12 Street S.W., Room TW-A325
Washington, DC 20554

RE: MB Docket No. 04-233

May 16, 2008


Dear Ms. Dortch,

The Community Foundation of the Virginias, Inc. (CFV) is a 501(c)(3) charitable organization serving Mercer County, West Virginia, and Tazewell County, Virginia. As a community foundation, the CFV through its grants application process identifies problems within its service area needing financial support to begin or continue assisting needy and disadvantaged citizens. It routinely asks local broadcast and print media for assistance and support in its efforts to adequately discharge its duties, and I can say that all local media that the Foundation works with have been very supportive and responsive to the CFV.

The CFV has had excellent support from the local television station, WVVA-TV, which is very helpful in promoting the Foundation's Grants and Scholarships application periods, announcing the awards of grants and scholarships each year, covering the Foundation's fund raising activities and its Annual Dinner. In the past, WVVA has hosted two fund raising telethons for the CFV. In my estimation WVVA consistently serves the public's need for information. As a past President and current Executive Director of the Foundation, and as a member of other community organizations such as the Rotary Club of Bluefield, West Virginia, I can tell you first hand that WVVA personnel are quite approachable and responsive to the organizations to which I belong, assisting them in promoting their activities. I am thankful that WVVA's General Manager, Mr. Frank Brady, has been a member of CFV's Board of Directors for nearly as long as he has been in Bluefield. His participation in the Foundation's governance is quite valuable.

All of this occurs without the additional rules being considered by the Commission. It is not unusual for well-meaning regulation to produce effects contrary to its intent, therefore regulation ought to be in response to demonstrated wide-spread problems, rather than a broad attempt to preempt a relative few scattered problems by regulating all broadcasters, the good and not-so-good alike. From the Foundation's point of view, local media need no further inducement to provide a high level of support than the strong sense of community service they demonstrate daily.

Sincerely,


James H. Shott
Executive Director

128 North Street • P.O. Box 4127 • Bluefield, WV 24701

Phone: (304) 324-0222 • Fax: (304) 324-7716 • Email: admin@cfvinc.org • Web-Site: www.cfvinc.org